C5100-7

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

JANUARY 29 1990

Special Insert
FIBER OPTICS
HANDBOOK III

TELEMARKETING AS PROFIT CENTER

TOUGH TIMES FOR UPLINKERS

FCC MOVES TO RESTRAIN RATES

REORGANIZING THE BACK OFFICE

RENEWING THE DREAM

BET President Robert Johnson

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT JANUARY 29, 1990

COVER STORY

Photo by Arnie Adler

22

Renewing the BET dream

Robert Johnson is setting lofty goals for cable's most visible minority programmer

NEWS

8

If carry/must pay
NAB directs its staff to pursue a law requiring fees for carrying TV stations

8

All in the Family
Buying into Family Channel looks like a good deal for CBN and TCI

11

HA!'s hot at NATPE
MTV and Turner make news in the syndication market; HA! claims victory in comedy

12

MGM still for sale?
It says it's off the market, but insiders still are betting on a Turner deal

DEPARTMENTS

News 8
Marketing 20
Programming 22
Fiber Handbook 31
Policy 61
Money 64
Calendar 74
People 77
Cable Poll 78
Parting Words 82

HANDBOOK

Back offices on front burner . . .55
A need to increase efficiency and synergies in the back office is leading many GMs to rethink how to run their operations

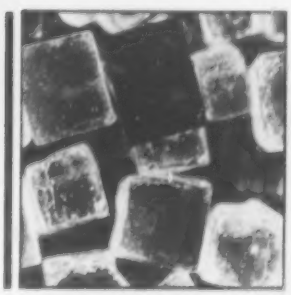
State groups pushing Cable Month 60
State cable associations are putting time and money into promoting April as National Cable Month

One solution to syndex 60
Agreeing to put an indie on a lower dial position solves a syndex problem for a Florida system

ANALYSIS

20

Telemarketing takes off
It's management-intensive and sometimes a nuisance, but telemarketing is booming



31

Fiber Optics Handbook III
Tracking the technology complicated by surge in R&D

61

FCC shows its hand
A tougher effective competition standard seems certain, but not fatal

64

Uplinkers' trying times
Superstation distributors are struggling with syndex, but adversity is nothing new

Thomson Retail Press, 1990. A division of Mitchell International Inc. *All rights reserved.* *CableVision* (USPC 547-410) (ISSN 0361-8374) is published biweekly by Thomson Retail Press, 600 S. Cherry Street, Suite 400, Denver, Colorado 80222 -or- P.O. Box 22955, Wellshire Station, Denver, CO 80222. January 29, 1990, Volume 14, Number 16. Subscription price: 1 year, $55.00; 2 years, $98.00. Outside USA 1 yr.-$124, 2 yr.-$205, 3 yr.-$274. PREPAYMENT IN U.S. FUNDS ONLY! Second-class postage paid at Denver, Colorado and additional mailing offices. POSTMASTER: Please send address changes to, *CableVision*, 600 S. Cherry St., Suite 400, Denver, Colorado 80222.

ABP BPA

11th Annual ACE Winners

DRAMA

Series

Dramatic Series: *Ray Bradbury Theater*, USA; Ray Bradbury, Peter Sussman, Larry Wilcox, executive producers
Actor: Harold Gould; *Ray Bradbury Theater: To the Chicago Abyss*, USA
Actress: Sydney Walsh; *Vietnam War Story: Dirty Work*, HBO
Director: David Burton Morris; *Vietnam War Story: Dirty Work*, HBO
Writing: Terry Black; *Tales from the Crypt: Dig that Cat...He's Real Gone*, HBO

Specials

Dramatic/Theatrical Special: *HBO Showcase: Lip Service*; Michael Hausman, David Mamet, executive producers

COMEDY

Series

Comedy Series: *It's Garry Shandling's Show*, Showtime; Bernie Brillstein, Brad Grey, Garry Shandling, executive producers
Actor: Mark McKinney; *The Kids in the Hall*, HBO
Actress: Lucy Webb; *Not Necessarily the News*, HBO
Director: Alan Rafkin; *It's Garry Shandling's Show*, Showtime
Writing: Tom Gammill, Max Pross, Garry Shandling, Alan Zweibel; *It's Garry Shandling's Show*, Showtime

Specials

Comedy Special: *One Night Stand: Dom Irrera*, HBO; Peter Calabrese, Susie Fitzgerald, executive producers
Performance: Bill Maher; *One Night Stand: Bill Maher*, HBO
Director: Dean Parisot; *Steven Wright in the Appointments of Dennis Jennings*, HBO

NEWS/PUBLIC AFFAIRS

News Series/Special: *The Big Story: The Big Spill*, CNN; Chet Burgess, executive producer
Extended News/Public Affairs Coverage: *China Coverage*, CNN; Bob Furnad, Eason Jordan, Jane Maxwell, Alec Miran, Ed Turner, executive producers
Public Affairs Series/Special: *Smoking: Everything You and Your Family Need To Know*, HBO; Alvin Perlmutter, executive producer
Newscaster: Bernard Shaw, CNN
Program Interviewer: Larry King; *Larry King Live*, CNN

DOCUMENTARY

Series

Documentary Series: *Rocumentary*, MTV; Linda Corradina, executive producer
Informational/Documentary Host: Larry King; *Larry King's Night Of Soviet TV*, TBS

Specials

Documentary Special: *You Don't Have to Die*, HBO; Beth Howland, Jennifer Warren, executive producers
Director (Series/Special): Malcolm Clarke; *You Don't Have to Die*, HBO
Editing (Series/Special): Bobby Jones; *The Making of a Legend: Gone With The Wind*, TNT

MOVIE/MINISERIES

Movie/Miniseries: *Murderers Among Us: The Simon Wiesenthal Story*, HBO; Graham Benson, Robert Cooper, Abby Mann, executive producers
Actor: Ruben Blades, *HBO Showcase: Dead Man Out*
Actress: Vanessa Redgrave, *A Man for All Seasons*, TNT
Supporting Actor: James Whitmore; *Glory! Glory!*, HBO
Supporting Actress: Mimi Maynard; *The Forgotten*, USA
Director: Brian Gibson, *Murderers Among Us: The Simon Wiesenthal Story*, HBO
Writing: Ron Hutchinson, J.D. Maria, Lorna Sotoko, *HBO Showcase: Dead Man Out*

MUSIC/VARIETY

Series

Music Series: *New Visions*; VH-1; Michael Simon, executive producer
Director (Series/Special): Jim Yukich; *Gloria Estefan & Miami Sound Machine*, Showtime

Specials

Music Special: *Gloria Estefan & Miami Sound Machine*, Showtime; Jerry Durkin, Emilio Estefan, Debbie Newman, executive producers
Variety Series/Special: *The Magic Circus: Cirque Du Soleil*, HBO; Helene DuFresne, executive producer
Performance: Bruce Springsteen; *HBO World Stage: The Human Rights Now Tour*
Writing (Entertainment Series/Special): Dick Blasucci, Martin Short; *HBO Comedy Hour: I, Martin Short Goes Hollywood*

ACE COUNT BY NETWORK

HBO	31
CNN	7
Showtime	6
A&E	6
USA	5
ESPN	4
TBS	3
TNT	3
The Disney Channel	3
The Discovery Channel	3
Bravo	2
MTV	2
Nickelodeon/Nick At Nite	2
The Family Channel	1
Lifetime	1
MSG Network	1
Showtime Event TV	1
TNN	1
VH-1	1

SPORTS

Series

Event Coverage: *Speedworld '89*, ESPN; Steve Anderson, supervising producer
Information: *Inside The NFL*, HBO; Ross Greenburg, executive producer
News: *NFL GameDay*, ESPN; Bob Rauscher, producer
Play-by-Play Announcer: Marv Albert; *New York Knicks Basketball*, MSG Network
Commentator/Analyst: Benny Parsons; *Speedworld '89*, ESPN
Sports Host: Paul Ryden; *NBA on TBS*

Specials

Event Coverage: *World Championship Boxing: Mike Tyson vs. Frank Bruno*, HBO; Ross Greenburg, executive producer
Information: *The Golden Age of Sport*, HBO; Nancy Beffa, Bud Greenspan, executive producers
Directing Live Event Coverage (Series/Special): Marc Peyton; *ESPN Sunday Night NFL*

CHILDREN'S

Programming (8 and younger): *Eureeka's Castle*, Nickelodeon; Geoffrey Darby, Kit Laybourne, executive producers
Programming (9 and older): *Danny, The Champion of the World*, The Disney Channel; Eric Abraham, producer
Animated Programming: *The Railway Dragon*, The Disney Channel; Sheldon Wiseman, executive producer

INTERNATIONAL

Documentary Series: *AIDS Now*, Bravo; Edward Goldwyn, executive producer
Documentary Special: *Shattered Dreams: Picking Up the Pieces*, The Discovery Channel; Jenifer Millstone, Victor Schonfeld, producers
Comedy Special/Drama Series or Miniseries: *The Rainbow*, A&E; Chris Parr, producer
Drama Special/Movie: *Sweet as You Are*, A&E; Graham Massey, David Thompson, executive producers
Cultural/Performing Arts: *The Modern World: 10 Great Writers*, Bravo; David Thomas, Nigel Wattis, producer/directors
Theatrical: *Stage: The Recals*, A&E; Shaun Sutton, producer
Music: *Stage: Jacques Loussier: Bach To Back*, A&E; Martin Baker, executive producer
Educational/Instructional: *The Wolf in Your Living Room*, The Discovery Channel; Mike Beynon, producer/writer
News/Public Affairs/Magazine/Talk: *Coup d'Etat—The Philippines Revolt*, The Discovery Channel; Ian Carroll, executive producer
Children's: *Babar*, HBO; Peter Hudecki, line producer

OTHERS

Magazine Show (Series/Special): *National Geographic Explorer*, TBS; Tim Kelly, Tom Simon, executive producers
Cultural/Performing Arts (Series/Special): *Stage: Irving Berlin—Voice Of The City*, A&E; Susan Leventhal, Carolyn Reynolds, Tony Staveacre, producers
Game Show (Series/Special): *Top Card*, TNN; Allen Reid, Mady Land, executive producers
Talk Show (Series/Special): *The Capital Gang*, CNN; Randall Douthit, senior executive producer
Educational/Instructional Series: *What Every Baby Knows—The First Three Years*, Lifetime; John Backe, Peggy Lamont, executive producers
Educational/Instructional Special: *How To Raise A Drug Free Child*; HBO; John Parsons Peditto, executive producer
Recreation & Leisure (Series/Special): *Living Dangerously: In Clippers Wake*, A&E; Thomas Horton, executive producer
Short-Form Programming Series: *Global Village News*, Nick At Nite; Herb Scannel, Scott Webb, executive producers
Short-Form Programming Special: *Not In My Backyard*, CNN; Stacy Jolna, executive producer
Entertainment Host: Billy Crystal, Whoopi Goldberg, Robin Williams; *Comic Relief III*, HBO
Original Score: Alan Silvestri; *Tales From The Crypt: And All Through the House*, HBO
Original Song: John Lewis Parker, Stephanie Tytell *How Can I Be Sure; Glory! Glory!* , HBO

The CABLE POLL DATABASE
™Midwest CATV & CableVision Magazine

High level of interest found in removing subscriber equipment from inside the home

Better than one in four cable operators interviewed say they are considering abandoning set-top converters in favor of new technology which moves all subscriber control equipment out of the home, according to a Cable Poll™ survey which found operators about equally impressed by the technology's potential for increasing profits and in improving their systems' technical capabilities.

While the Cable Poll™ found a surprisingly high level of interest in on- and off-premises gear, it also confirmed that most operators are far from ready to rip out their huge embedded base of set-top converters. Sixty percent of the nearly 400 system management personnel surveyed said that they are not considering out-of-the-home subscriber equipment of any kind. But on the other hand, eight percent of operators interviewed during the same survey said their systems already are implementing off-premises technology and another 27 percent said they are considering it. [For simplicity, for purposes of the survey and for this article, off-premises embraces both pole-mounted (usually referred to as off-premises) and exterior house-mounted (on-premises) gear.]

Number 10 in a series of ten

And that level of interest cuts across all segments of the industry, according to an analysis of the Cable Poll™ data, ranging from a low of 23 percent of operators of small systems who say they are considering the technology to a high of 41 percent at large systems. That should buoy the hopes of manufacturers who have entered the field, including Scientific-Atlanta, which is underway with a test of its pole-mounted Addressable Interdiction system at the Warner system in Williamsburg, Va.; Jerrold Communications, which last year gained a ground-breaking commitment for 250,000 units of its Starport house-mounted product from TCI; and Midwest CATV, which has sold its Matrix product to systems in Texas, Pennsylvania, Missouri and Tennessee. An MDU version of Matrix has been installed in an apartment complex in Wilkes-Barre, Pa., and soon will be installed in a large complex in Denver. AM Cable and Eagle also have similar products.

Asked if they thought off-premises technology would improve their system's technical performance, 48 percent of Cable Poll™ respondents said yes and 35 percent said no. Considering just the responses of managers at systems owned by the Top 25 MSOs, that affirmative response rises to 51 percent.

By a slightly greater margin, operators said they believe off-premises would improve their system's financial return, with 53 percent agreeing and 32 percent disagreeing.

Jack Bryant, marketing manager for Scientific-Atlanta's Subscriber Systems Group, said the Cable Poll™ data "are fairly consistent with what we found" in two internal research surveys. Two Jerrold executives who also were asked to comment on the data, Don Moloney and John Burke, said the information tracked with their market research.

Bryant remarked that he found it "very positive" that 27 percent of the Cable Poll™ respondents said they are considering off-premises technology. "If you look at the way GMs run their systems, that is very high because if they're considering something it usually means they have plans for it in the near term. I have talked with 23 of top 25 MSOs at the corporate level, and there were only two who were not interested."

Moloney, Jerrold director of product management, said "the level of interest that has been generated in consumer friendliness has led a lot of operators, in fact the majority, at least to consider what alternatives there are to what they have been using. That is a pretty good number—35 percent—implementing or considering it as a viable alternative."

Updating the Williamsburg situation, Bryant said "things are going well." Six of the units, each of which can serve four homes, were installed in November. Another 13 or 14, he said, were installed in mid-January, with the balance—for a total of 100 units serving an upscale neighborhood of 220 homes—in place by early February. The conversion from set-top converters was to begin right after the Super Bowl.

Bryant said he was not surprised at the level of interest in off-premises' potential to enhance bottom-line revenue. "The operating cost savings are real just from the fewer truck rolls. And any technology that allows you to control connects and disconnects cost-efficiently is a big area of operating cost savings. The third area that's really exciting is the potential lift in basic and pay penetration, particularly pay. Many subscribers today avoid pay just to avoid the descrambing set-top converter."

The first of Jerrold's Starport units are scheduled to be installed in early February at TCI's Boulder, Colo., system, and initial test results available by the end of the month. Burke, Jerrold's product manager, said full-scale production of the Starport, where each unit serves a single home, will begin in mid-February.

Matrix, a marriage of standard traps

with addressability, was developed with Syrcuits International and is marketed by Midwest, noted Steve Brazil, vice president of marketing and product management.

Burke, Moloney and Brazil commented that the biggest advantages to off-premises, whether pole-mounted or house-mounted, is its consumer friendliness and the control the operator gains over distribution. They also noted that it eliminates theft of subscriber equipment and reduces signal leakage (because taps are permanent, they can be shrink-wrapped or otherwise made to withstand leaking).

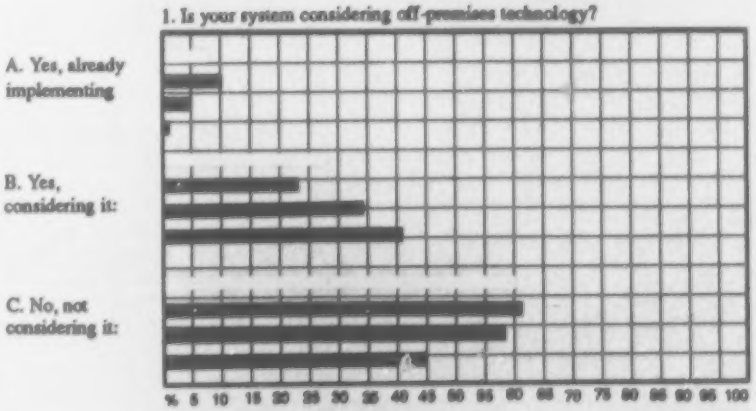
The Jerrold, S-A and Midwest executives said they believe off-premises technology will be the wave of the future, probably after some refinements to tailor capabilities to individual needs of operators. "In 1990 you will see a lot of field trials by MSOs with one or two systems," Moloney said. "Then in '91 I suspect that what you will find is several other MSOs jump in who have various other applications for on- or off-premises.

"It has to happen," Moloney continued. "Consumer friendliness must be dealt with over the next few years to keep subs happy. But there probably will be an evolution of all these products... ultimately leading to some sort of device in the home that integrates all sorts of services."

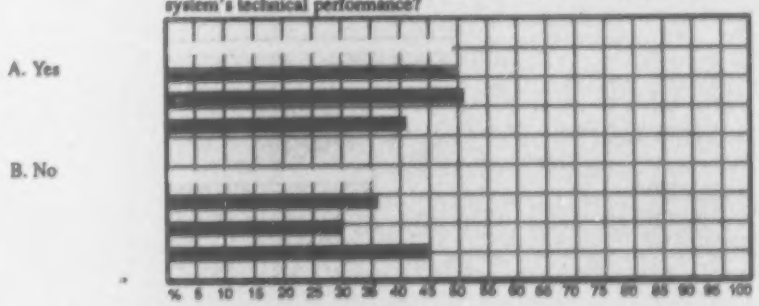
Brazil said that "cable should be no different than gas or electric service in that we should allow the customer to do anything they want inside as long as our signal allows it to be done." He said CLI considerations are a major attraction of off-premises technology. "A lot of the surveys I have seen show that most leakage comes from the subscriber's drop or the dwelling. With an off-premises device you can solve that easily." ■

Adding up your answers:

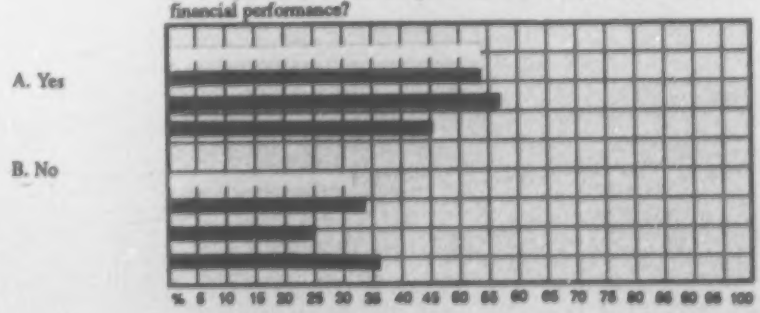
1. Is your system considering off-premises technology?

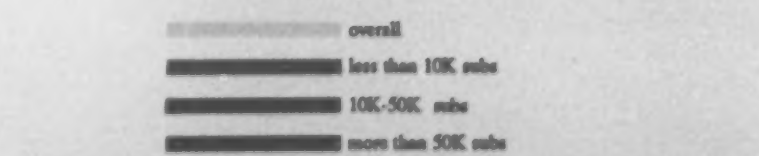


2. Do you believe that off-premises technology would improve your system's technical performance?



3. Do you believe that off-premises would improve your system's financial performance?





HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and CableVision magazine by Ryan/Samples Research Inc. Telephone interviews for this edition of the poll were conducted Aug. 14-19 with a random sample of 387 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.*	6,792,535	(1/90)
2.	American Television & Communications Corp.	4,300,000	(12/89)
3.	UA Entertainment	2,530,000	(9/89)
4	Continental Cablevision	2,525,000	(1/90)
5.	Warner Cable Communications	1,713,000	(1/90)
(8) 6.	Comcast	1,535,000	(1/90)
(6) 7.	Storer Cable Communications	1,530,000	(1/90)
(7) 8.	Cox Cable Communications	1,528,390	(1/90)
(10) 9.	Cablevision Systems	1,387,771	(1/90)
(9) 10.	Jones Intercable/Spacelink**	1,291,162	(1/90)
11.	Newhouse Broadcasting	1,200,000	(11/89)
12.	Heritage Communications	1,131,343	(11/89)
13.	Times Mirror Cable TV	1,071,282	(1/90)
(15) 14.	Cablevision Industries	998,544	(1/90)
(14) 15.	Viacom Cable	944,889	(11/89)
16.	Summons Communications	873,590	(1/90)
17.	Century Communications	825,000	(10/89)
18.	Adelphia Communications	766,000	(1/90)
19.	Paragon Communications	764,734	(1/90)
20.	Cooke Cablevision	730,800	(5/89)
21.	Falcon Cable TV	700,000	(10/89)
22.	Telecable	584,552	(1/90)
(24) 23.	KBLCOM	560,000	(1/90)
(25) 24.	Scripps-Howard	540,000	(1/90)
(26) 25.	Multivision Cable TV	499,491	(1/90)
(27) 26.	Tele-Media	475,163	(9/89)
(28) 27.	Prime Cable	468,822	(1/90)
(29) 28.	Lenfest Group	440,983	(1/90)
(32) 29.	Maclean Hunter Cable TV***	437,500	(1/90)
(31) 30.	Post-Newsweek Cable	413,213	(1/90)
(30) 31.	Cencom Cable	410,000	(11/89)
(33) 32.	TCA Group	405,000	(1/90)
(36) 33.	Multimedia Cablevision	328,902	(1/90)
34.	Colony Communications	327,924	(1/90)
(37) 35.	Simmons Communications	315,000	(12/89)
(35) 36.	Rifkin & Associates	312,700	(1/90)
(38) 37.	TKR Cable	289,300	(1/90)
(40) 38.	Western Communications	287,893	(1/90)
39.	Triax Communications	279,612	(1/90)
(43) 40.	Star Cablevision Group	240,096	(8/89)
41.	Hauser Communications	238,000	(1/90)
(44) 42.	Service Electric Cable TV Inc.	220,000	(1/90)
(45) 43.	Greater Media	205,000	(9/89)
(46) 44.	King Videocable	195,413	(1/90)
(47) 45.	Sutton Capital	189,179	(9/89)
(48) 46.	Harron Communications	184,344	(1/90)
(49) 47.	Columbia International	182,000	(1/90)
(50) 48.	Media General	181,785	(1/90)
(54) 49.	Insight Communications	178,000	(11/89)
(51) 50.	C-TEC Cable Systems	174,814	(9/89)
(52) 51.	U.S. Cable Corp.	172,500	(1/90)
(53) 52.	Palmer Communications	166,059	(1/90)
(55) 53.	Armstrong Utilities	153,902	(1/90)
(56) 54.	Northland Communications	141,398	(11/89)
(57) 55.	Summit Communications	141,000	(10/89)
(new) 56.	Jones/Crown Cable	136,000	(1/90)
(58) 57.	Bresnan Communications	129,780	(1/90)
(59) 58.	Booth Communications	125,437	(1/90)
(61) 59.	McDonald Group	125,000	(1/90)
60.	Susquehanna Broadcasting	117,109	(1/90)
(62) 61.	United Video Management	117,000	(1/90)
(63) 62.	Pencor Services	108,564	(1/90)
(65) 63.	Sonic Communications	97,837	(12/89)
(66) 64.	Midcontinent Cable Systems Co.	95,550	(6/89)
(67) 65.	WEHCO Video	95,666	(1/90)
(64) 66.	First Carolina Communications	94,253	(1/90)
(68) 67.	Gilbert Media	93,000	(1/90)
(69) 68.	Coaxial Communications	83,300	(5/89)
(72) 69.	Barden Cablevision	79,783	(1/90)
(73) 70.	James Cable Partners	76,756	(1/90)
71.	Mission Cable	74,223	(1/90)
(82) 72.	Douglas Communications	72,400	(1/90)
(74) 73.	Fanch Communications	65,000	(1/90)
(new) 74.	Chambers Communications	64,039	(1/90)
75.	Cardinal Comunications	61,287	(1/90)
(77) 76.	Leonard Communications	60,000	(10/89)
(78) 77.	Omega Communications	60,600	(8/89)
(79) 78.	Helicon Corp.	60,000	(1/90)
(80) 79.	Hearst Communications Of California	58,200	(5/89)
(81) 80.	Telesat Cablevision Inc.	57,235	(6/89)
(83) 81.	State Cable TV	56,200	(1/90)
(84) 82.	Galaxy Cablevision	54,868	(1/90)
(76) 83.	Prestige Cable TV Inc.	52,774	(1/90)
(86) 84.	New England Cablevision	52,409	(1/90)
85.	Joseph Gans Cable TV	51,000	(1/90)
(88) 86.	Rock Associates	49,053	(1/90)
(89) 87.	Donrey Media Group	49,040	(12/89)
(87) 88.	Republic Communications Corp.	48,000	(5/89)
(90) 89.	Cable America Corp.	46,101	(11/89)
(95) 90.	Star Cable Associates	46,000	(1/90)
91.	360 Corp.	45,000	(5/89)
92.	CableSouth Inc.	43,420	(10/89)
93.	Cable Holdings Inc.	43,135	(10/89)
94.	Masada Corp.	43,120	(8/89)
(96) 95.	Eastern Connecticut Cable TV	41,820	(6/89)
(97) 96.	CA Media	41,275	(7/89)
(98) 97.	Revstay Co.	40,647	(8/89)
(99) 98.	Acton Corp.	40,400	(3/89)
(100) 99.	Schurz Communications	40,078	(8/89)
(new) 100.	Benchmark Communications	38,000	(1/90)

( ) **Rank last listing**

*** reflects WestMarc Communications acquisition ** reflects Jones/Crown Cable MSO spinoff *** reflects Selkirk Communications acquisition**

Subscriber counts are provided by MSOs and systems to Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 345 Park Avenue So., 9th Floor, New York, NY 10010*

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Long Island, NY	Cablevision Systems	482,710	(12/89)
2.	Orlando/Central Complex, FL	ATC	400,000	(10/89)
3.	San Diego, CA	Cox Cable	303,637	(6/89)
4.	San Antonio, TX	KBLCOM	234,835	(6/89)
5.	Manhattan, NY	ATC	231,864	(6/89)
6.	Puget Sound, WA	Viacom	225,800	(6/89)
7.	Phoenix, AZ	Times Mirror	220,968	(5/89)
8.	East Orange, NJ	Maclean Hunter	212,000	(6/89)
9.	Honolulu, HI	ATC	206,251	(10/89)
10.	Chicago (suburbs), IL	Continental	181,537	(9/89)
11.	Rochester, NY	ATC	180,000	(9/89)
12.	Houston, TX	Warner	179,000	(9/89)
13.	Wayne, NJ	UA Entertainment	176,858	(11/89)
14.	Louisville/Jeff. Co., KY	Storer Communications	170,000	(8/89)
15.	Brooklyn/Queens, NY	ATC	170,000	(1/90)
16.	Cherry Hill, NJ	Garden State Cable	168,000	(9/89)
17.	Cincinnati, OH	Warner	167,000	(6/89)
18.	Cleveland, OH	Cablevision Systems	166,604	(12/89)
19.	Atlanta, GA	Prime Cable	166,000	(9/89)
20.	Hampton Roads, VA	Cox Cable	164,899	(6/89)
21.	Fairfax, VA	Media General	164,519	16/89)
22.	Connecticut Complex	Cablevision Systems	160,701	(12/89)
23.	Tulsa, OK	UA Entertainment	159,551	(7/89)
24.	Kansas City, MO	ATC	158,500	(11/89)
25.	Jacksonville, FL	Continental Cablevision	154,600	(5/89)
26.	Hartford/Plainville/Vernon, CT	UA Entertainment	152,683	(6/89)
27.	Montgomery County, MD/ Arlington, VA	Hauser	150,000	(1/90)
28.	Chicago, IL	TCI	148,857	(4/89)
29.	Charlotte, NC	ATC	148,800	(9/89)
30.	San Jose/Campbell, CA	Heritage	145,000	(6/89)
31.	Baltimore County, MD	Comcast	144,000	(6/89)
32.	Memphis/W. Memphis, TN	ATC	143,957	(10/89)
33.	Manhattan, NY	Paragon	143,500	(6/89)
34.	Pompano, FL	Continental	140,084	(9/89)
35.	Buffalo, NY	Adelphia Communications	139,515	(8/89)
36.	Denver (suburbs), CO	UA Entertainment	139,303	(6/89)
37.	San Diego, CA	ATC	135,300	(11/89)
38.	St. Louis, MO	Cencom	135,230	(8/89)
39.	San Francisco, CA	Viacom	134,000	(6/89)
40.	Austin, TX	ATC	126,100	(10/89)
41.	Martin/Stuart Co, FL	Centel	125,000	(10/89)
42.	Seattle, WA	TCI	124,613	(8/89)
43.	Warren, NJ	TKR	119,358	(7/89)
44.	Pinellas County, FL	Newhouse	114,000	(6/89)
45.	Wilmington, DE	Heritage	112,000	(6/89)
46.	Tacoma, WA	Viacom	112,000	(6/89)
47.	Grand Rapids, MI	UA Entertainment	111,198	(6/89)
48.	San Diego County, CA	Times Mirror	111,029	(5/89)
49.	Toledo, OH	Blade Communications	110,765	(5/89)
50.	Southeast Michigan	Comcast	110,000	(6/89)
51.	Chicago Suburbs, IL	Centel	109,376	(5/89)
52.	Raleigh/Durham, NC	ATC	109,000	(9/89)
53.	Las Vegas, NV	Prime Cable	107,398	(5/89)
54.	Dallas, TX	Heritage	107,388	(6/89)
55.	Jefferson Parish/Kenner, LA	Cox Cable	106,332	(6/89)
56.	San Juan, PR	Multivision Cable	106,046	(6/89)
57.	Boston/Brookline, MA	Cablevision Systems	104,025	(12/89)
58.	Indianapolis, IN	Comcast	104,000	(6/89)
59.	Richmond, VA	Continental	102,121	(10/89)
60.	Nashville, TN	Viacom	101,500	(6/89)
61.	Hillsborough/Tampa, FL	Paragon	100,281	(2/89)
62.	Pittsburgh, PA	TCI	98,952	(8/89)
63.	Jackson, MS	ATC	98,915	(10/89)
64.	Chicago, IL	Group W	98,700	(5/89)
65.	Monmouth, NJ	Sutton Capital	97,579	(9/89)
66.	Greensboro, NC	ATC	96,140	(10/89)
67.	St. Petersburg, FL	Paragon	95,412	(2/89)
68.	Columbus, OH	Warner	95,000	(9/89)
69.	Reading, PA	ATC	95,000	(10/89)
70.	Naples, FL	Palmer	94,450	(6/89)
71.	Worcester Complex, MA	Greater Media	94,897	(9/89)
72.	Portland, OR	KBLCOM	91,500	(8/89)
73.	Dade/Broward County, FL	Storer	90,000	(8/89)
74.	Wichita, KS	Multimedia	88,732	(9/89)
75.	Independence,MO	Jones	88,628	(8/89)
76.	Minneapolis/St. Paul suburbs, MN	Hauser	88,000	(1/90)
77.	Tucson, AZ	Cooke	86,976	(8/89)
78.	Fresno, CA	Continental	86,317	(10/89)
79.	Akron, OH	Warner	86,000	(9/89)
80.	Fayetteville, NC	ATC	86,000	(10/89)
81.	Milwaukee, WI	Warner	86,000	(9/89)
82.	Harrisburg, PA	Simmons	85,200	(8/89)
83.	Orange County, CA	KBLCOM	85,100	(8/89)
84.	Baton Rouge, LA	UA Entertainment	84,976	(6/89)
85.	Dover/Morristown, NJ	Summons	84,640	(8/89)
86.	Albuquerque, NM	Jones Intercable	83,119	(5/89)
87.	South Bend, IN	Heritage	82,744	(6/89)
88.	Houston Suburbs, TX	Prime Cable	82,000	(6/89)
89.	Medford, MA	Warner	82,000	(6/89)
90.	Buffalo, NY	TCI	81,358	(7/89)
91.	W. San Fernando Valley, CA	CV Industries	81,178	(1/90)
92.	Oakland County, MI	UA Entertainment	80,564	(8/89)
93.	Oklahoma City, OK	Cox Cable	79,104	(6/89)
94.	New Orleans, LA	Cox Cable	78,979	(6/89)
95.	Providence/Warwick, RI	Times Mirror	78,528	(6/89)
96.	Allentown, PA	Service Electric	78,000	(8/89)
97.	Thousand Oaks, CA	Western	76,000	(8/89)
98.	Indianapolis, IN	ATC	75,715	(10/89)
99.	Omaha, NE	Cox Cable	75,625	(6/89)
100.	South Texas, TX	Heritage	75,560	(6/89)

DATABASE

State Of The Business

REVENUES

Cable System
(in billions)

Year	Total
1990 (projected)	$17.3
1988	13.7
1986	10.2
1984	8.4
1982	5.5
1980	2.9

Network Advertising
(in millions)

Year	Total
1990 (projected)	$1,646
1988	1,111
1986	747
1984	487
1982	195
1980	50

CHANNEL LOADING

Capacity	Percent of Systems	Subscriber Base
54 or more	20.6	9,400,000
30-53	66.2	30,100,000
20-29	9.8	4,000,000
13-19	.6	300,000
12 or less	2.1	1,000,000
Don't know	1.6	700,000

OPERATOR EMPLOYMENT (as of 1/89)

Type	Jobs	Type	Jobs
Office/Clerical	26,780	Craftsmen/women	7,138
Technicians	15,040	Professionals	3,726
Officials/Managers	13,493	Maintenance	1,186
Operations Staff	12,932	Other services	342
Sales	10,705	Grand Total	91,342

INDUSTRY EXPENDITURES

GNP Contribution
(in billions)

Year	Total
1990 (projected)	$41.9
1988	31.8
1986	24.8

1990 Cable Programming Outlay
(in millions)

Service Type	Total
Basic	$1,300
Pay	1,180
Pay-per-view	110

IMPACT ON OTHER INDUSTRES

Business Sector	1990 Linked Industry Revenues (in millions)
Transportation/Communications & Public Utilities	$4,820
Consumer Services (various)	1,660
Manufacturing	1,550
Finance/Insurance/Real Estate	510
Contract Construction	430
Wholesale/Retailing Trades	310
Grand Total	**$9,280**

Source: Impact '90 report prepared by Bortz & Co., for Daniels & Associates (released 1/90)